

RINGKASAN

Penelitian yang berjudul “Analisis Pengaruh Kualitas Pelayanan, Penanganan Masalah, dan kepercayaan terhadap Loyalitas Nasabah dengan Kepuasan Nasabah sebagai variabel mediasi”. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, penanganan masalah, dan kepercayaan terhadap loyalitas nasabah dan untuk menguji kepuasan nasabah memediasi pengaruh kualitas pelayanan, penanganan masalah, dan kepercayaan terhadap loyalitas nasabah. Sampel dalam penelitian ini terdapat 125 responden yang merupakan nasabah BMT Dana Mentari Muhammadiyah Purwokerto. Metode *accidental sampling* dalam penentuan sampel penelitian ini. Data di analisis menggunakan *Structural Equational Modelling* (SEM).

Hasil penelitian ini menunjukkan bahwa kualitas pelayanan, penanganan masalah, dan kepercayaan berpengaruh positif terhadap kepuasan nasabah. Hasil lainnya ditemukan bahwa kepuasan nasabah memediasi secara positif penanganan masalah dan kepercayaan terhadap loyalitas nasabah. Sedangkan kepuasan nasabah tidak memediasi secara positif pengaruh kualitas pelayanan terhadap loyalitas nasabah. Dan kepuasan nasabah berpengaruh positif terhadap loyalitas nasabah.

Kata kunci: kualitas pelayanan, penanganan masalah, kepercayaan, kepuasan nasabah, dan loyalitas nasabah.

SUMMARY

The research entitled “effect of service quality, problem solving, and trust to customer loyalty and customer satisfaction as mediating variables”. The aim of this research is to analyze the effect of service quality, problem solving, and trust to consumer loyalty and to test whether consumer satisfaction mediates the effect of service quality, problem solving, and trust to consumer loyalty. The sample in this study there were 125 respondents who are users financial services of BMT Dana Mentari Muhammadiyah Purwokerto. Accidental sampling method used in the determination of the sample. Data was analyzed using Equational Structural Modelling (SEM).

The result indicate that service quality, problem solving, and trust positively affects customer satisfaction. Other result found that customer satisfaction positively mediates the effect of problem solving and trust on customer loyalty. While, customer satisfaction has no positively mediates the effect of service quality on customer loyalty. And customer satisfaction positively affects customer loyalty.

Keywords: service quality, problem solving, trust, customer satisfaction, and customer loyalty.

